<u>**AMENDMENTS TO THE CLAIMS**</u>

The following listing of claims will replace all prior versions and listings of claims in the application.

<small>LISTING OF CLAIMS</small>

1.   (Currently Amended)   An   information   presentation   system comprising:

an image capturing device for capturing images of a target person looking at a mirror and a peripheral landscape around the mirror;

a positional relationship detecting module for detecting a positional relationship between the target person and the mirror based on the captured images;

a reflected-image displaying medium for displaying a reflected image of[[a]] the peripheral landscape that will be reflected in [[a]] the mirror when[[a]] the target person to whom information is presented looks at the mirror;

a presentation-information storing[[means]] module for storing presentation information to be presented; and

an information displaying[[means]] device for displaying the information in the reflected-image displaying medium based on the presentation information stored in the presentation-information storing[[means]] module;

wherein the information displaying[[means]] device superimposes the information on the reflected image displayed in the reflected-image displaying medium to display the superimposed information as part of the peripheral landscape, based on the presentation information stored in the presentation-information storing[[means]] module and the positional relationship between the target person and the mirror.

2.   (Currently Amended)   An advertisement presentation system comprising:

a reflected-image displaying medium for displaying a reflected image of a peripheral landscape that will be reflected in a mirror when a target person to whom an advertisement is presented looks at the mirror;

an advertising-information storing[[means]] module for storing advertising information to be presented; and

an advertisement displaying[[means]] device for displaying the advertisement in the reflected-image displaying medium based on the advertising information stored in the advertising-information storing means,

wherein the advertisement displaying[[means]] device superimposes an advertisement image on the reflected image displayed in the reflected-image displaying medium to display the superimposed advertisement image as part of the peripheral landscape, based on the advertising information stored in the advertising-information storing[[means]] module.

3.   (Currently Amended)   The advertisement presentation system according to Claim 2, wherein

the reflected-image displaying medium further comprises a displaying [[means]] device in which an image can be displayed,

the advertisement presentation system further comprises a plurality of landscape-image capturing[[means]] devices for capturing landscape images around

the reflected-image displaying medium and a mirror-image generating ~~means~~ device for generating a mirror image of the peripheral landscape around the reflected-image displaying medium based on the landscape images captured with the landscape-image capturing[[~~means~~]] devices, and

wherein the advertisement displaying[[~~means~~]] device superimposes the advertisement image on the mirror image that is generated in the mirror-image generating[[~~means~~]] device to display the superimposed advertisement image in the displaying[[~~means~~]] device as part of the peripheral landscape, based on the advertising information stored in the advertising-information storing[[~~means~~]] module.

4.   (Currently Amended)   The advertisement presentation system according to Claim 3, further comprising a positional-relationship detecting[[~~means~~]] module for detecting the positional relationship between the reflected-image displaying medium and the target person,

wherein, when the reflected-image displaying medium is a plane mirror that faces a predetermined direction, the mirror-image generating[[~~means~~]] device generates the mirror image of the peripheral landscape that will be reflected in the plane mirror viewed from the target person based on the result detected with the positional-relationship detecting[[~~means~~]] module.

5.   (Currently Amended)   The advertisement presentation system according to Claim 4, further comprising a target-person-image capturing[[~~means~~]] device for capturing an image of the target person,

wherein the positional-relationship detecting[[means]] module detects the positional relationship between the reflected-image displaying medium and the target person based on the image captured with the target-person-image capturing[[means]] device.

6.   (Currently Amended)   The advertisement presentation system according to Claim 4, further comprising a positional-information acquiring[[means]] module for acquiring positional information of a communication terminal that the target person carries via communication with the communication terminal,

wherein the positional-relationship detecting[[means]] module detects the positional relationship between the reflected-image displaying medium and the target person based on the positional information acquired with the positional-information acquiring[[means]] module.

7.   (Currently Amended)   The advertisement presentation system according to Claim 3, further comprising a face-image capturing[[means]] device for capturing a face image of a person around the reflected-image displaying medium and a sight-line detecting[[means]] device for detecting that the person turns his/her line of sight onto the reflected-image displaying medium based on the face image captured with face-image capturing[[means]] device,

wherein the person who is detected turning his/her line of sight onto the reflected-image displaying medium with the sight-line detecting[[means]] device is the target person and wherein, when the reflected-image displaying medium is the plane

mirror that faces a predetermined direction, the mirror-image generating[[~~means~~]] device generates the mirror image of the peripheral landscape that will be reflected in the plane mirror viewed from the target person.

8.   (Currently Amended)   An information presentation program that causes a computer to perform a process realized as ~~information displaying means for~~ displaying [[~~the~~]] information in [[~~the~~]] a reflected-image displaying medium based on ~~the~~ presentation information stored in [[~~the~~]] a presentation-information storing [[~~means~~]] module using an information displaying device, the computer being capable of utilizing ~~a~~ the reflected-image displaying medium for displaying a reflected image of a peripheral landscape that will be reflected in a mirror when a target person to whom information is presented looks at the mirror and presentation-information storing [[~~means~~]] module for storing presentation information to be presented,

wherein the information displaying[[~~means~~]] device superimposes the information on the reflected image displayed in the reflected-image displaying medium to display the superimposed information as part of the peripheral landscape, based on the presentation information stored in the presentation-information storing[[~~means~~]] module.

9. (Currently Amended) An information presentation method comprising:

~~a reflected-image displaying step for~~ displaying a reflected image of a peripheral landscape that will be reflected in a mirror when a target person to whom information is presented looks at the mirror in <u>a</u> reflected-image displaying medium; and

~~an information displaying step for~~ displaying the information in the reflected-image displaying medium based on presentation information to be presented, wherein the information is superimposed on the reflected image displayed in the reflected-image displaying medium to display the superimposed information as part of the peripheral landscape based on the presentation information ~~in the information displaying step~~.

10. (Original) An information presentation system comprising:

a reflected-image displaying medium displaying a reflected image of a peripheral landscape that is reflected in a mirror when a target person to whom information is presented looks at the mirror;

a presentation-information database storing presentation information to be presented; and

an information display displaying the information in the reflected-image displaying medium based on the presentation information stored in the presentation-information database;

wherein the information display superimposes the information on the reflected image displayed in the reflected-image displaying medium to display the

superimposed information as part of the peripheral landscape based on the presentation information stored in the presentation-information database.

11.   (New)   An information presentation method, comprising:

capturing images of a target person looking at a display device and a peripheral landscape around the display device using image photographing devices;

detecting a positional relationship between the target person and the display device based on the captured images;

at least one of generating and retrieving information intended for the target person;

generating a reflected image based on the positional relationship, wherein the reflected image includes the target person, the peripheral landscape, and the information intended for the target person, and wherein the information intended for the target person is integrated into the peripheral landscape; and

displaying the reflected image to the target person via the display device.